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**ANNUAL AUDITED REPORT
FORM X-17A-5
PART 111**

SEC FILE NUMBER

8- 70042

FACING PAGE

**Information Required of Brokers and Dealers Pursuant to Section 17 of the
Securities Exchange Act of 1934 and Rule 17a-5 Thereunder**

REPORT FOR THE PERIOD BEGINNING 01/01/19 AND ENDING 12/31/19
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER:

Prime Decision Consulting, LLC

OFFICIAL USE ONLY

FIRM I.D. NO.

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)

13 East 16th Street, Ste 8R

(No. and Street)

New York**NY****10003**

(City)

(State)

(Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT

Brian Megenity**(770) 263-6003**

(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in the Report*

Rubio CPA, PC

(Name - if individual, state last, first, middle name)

2727 Paces Ferry Rd, Bldg 2, Suite 1680 Atlanta Georgia 30339
(Address) (City) (State) (Zip Code)

CHECK ONE:

- ☒ Certified Public Accountant
☐ Public Accountant
☐ Accountant not resident in United States or any of its possessions.

FOR OFFICIAL USE ONLY

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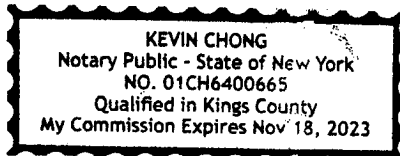
*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

SEC 1410 (06-02)

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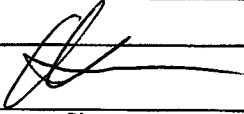
OATH OR AFFIRMATION

I, Graham Smith, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of Prime Decision Consulting, LLC, as of December 31, 2019, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:





Notary Public



Signature
CEO

Title

This report ** contains (check all applicable boxes):

- ☒ (a) Facing Page.
- ☒ (b) Statement of Financial Condition.
- ☒ (c) Statement of Income (Loss).
- ☐ (d) Statement of Changes in Financial Condition.
- ☒ (e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietors' Capital.
- ☐ (f) Statement of Changes in Liabilities Subordinated to Claims of Creditors.
- ☒ (g) Computation of Net Capital.
- ☒ (h) Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3.
- ☒ (i) Information Relating to the Possession or Control Requirements Under Rule 15c3-3.
- ☐ (j) A Reconciliation, including appropriate explanation of the Computation of Net Capital Under Rule 15c3-1 and the Computation for Determination of the Reserve Requirements Under Exhibit A of Rule 15c3-3.
- ☐ (k) A Reconciliation, between the audited and unaudited Statements of Financial Condition with respect to methods of consolidation.
- ☒ (l) An Oath or Affirmation.
- ☐ (m) A copy of the SIPC Supplemental Report
- ☐ (n) A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit.

****For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).**

**Prime Decision Consulting, LLC
Financial Statements
For the Year Ended
December 31, 2019
With
Independent Auditor's Report**

REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

To the Member of
Prime Decision Consulting LLC

Opinion on the Financial Statements

We have audited the accompanying statement of financial condition of Prime Decision Consulting LLC (the "Company") as of December 31, 2019, the related statements of operations, changes in member's equity, and cash flows for the year then ended and the related notes (collectively referred to as the "financial statements"). In our opinion, the financial statements present fairly, in all material respects, the financial position of the Company as of December 31, 2019, and the results of its operations and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Basis for Opinion

These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the Company's financial statements based on our audit. We are a public accounting firm registered with the Public Company Accounting Oversight Board (United States) ("PCAOB") and are required to be independent with respect to the Company in accordance with the U.S. federal securities laws and the applicable rules and regulations of the Securities and Exchange Commission and the PCAOB.

We conducted our audit in accordance with the standards of the PCAOB. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether due to error or fraud. The Company is not required to have, nor were we engaged to perform, an audit of its internal control over financial reporting. As part of our audit we are required to obtain an understanding of internal control over financial reporting but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control over financial reporting. Accordingly, we express no such opinion.

Our audit included performing procedures to assess the risks of material misstatement to the financial statements, whether due to error or fraud, and performing procedures that respond to those risks. Such procedures included examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements. Our audit also included evaluating the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that our audit provides a reasonable basis for our opinion.

Supplemental Information

The information contained in Schedules I and II has been subjected to audit procedures performed in conjunction with the audit of the Company's financial statements. The supplemental information is the responsibility of the Company's management. Our audit procedures included determining whether the information in Schedules I, II and III reconciles to the financial statements or the underlying accounting and other records, as applicable, and performing procedures to test the completeness and accuracy of the

information presented in the accompanying schedules. In forming our opinion on the accompanying schedules, we evaluated whether the supplemental information, including its form and content, is presented in conformity with 17 C.F.R. §240.17a-5. In our opinion, the aforementioned supplemental information is fairly stated, in all material respects, in relation to the financial statements as a whole.

We have served as the Company's auditor since 2019.

February 26, 2020
Atlanta, Georgia


Rubio CPA, PC

Prime Decision Consulting, LLC
Statement of Financial Condition
December 31, 2019

Assets

Cash	\$ 57,563
Accounts Receivable	7,599
Prepaid expenses	3,172
Other assets	<u>280</u>
Total assets	<u>\$ 68,614</u>

Liabilities and member's equity

Liabilities

Due to related party	3,105
Accounts payable and accrued expenses	<u>\$ 450</u>
Total liabilities	<u>3,555</u>

Member's equity	<u>65,059</u>
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Total liabilities and member's equity	<u>\$ 68,614</u>
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See notes to financial statements.

Prime Decision Consulting, LLC
Statement of Operations
Year Ended December 31, 2019

Revenue

Referral fee income	<u>70,354</u>
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Total Revenue	<u>70,354</u>
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Expenses

Professional fees	71,229
Communications	2,225
Occupancy	29,863
Other operating expenses	<u>24,342</u>

Total Expenses	<u>127,659</u>
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Net income (loss) before income taxes	(57,305)
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Income taxes	<u>0</u>
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Net income (loss)	<u><u>\$ (57,305)</u></u>
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See notes to financial statements.

Prime Decision Consulting, LLC
Statement of Changes in Member's Equity
Year Ended December 31, 2019

Balance at December 31, 2018	\$ 97,364
Contributions from Member	25,000
Net income (loss)	<u>(57,305)</u>
Balance at December 31, 2019	<u><u>\$ 65,059</u></u>

See notes to financial statements.

Prime Decision Consulting, LLC
Statement of Cash Flows
Year Ended December 31, 2019

Cash flows from operating activities:

Net income (loss) \$ (57,305)

Adjustments to reconcile net loss to net cash used
by operating activities:

Changes in assets and liabilities

Increase in accounts receivable (2,092)

Increase in prepaid expenses (255)

Decrease in accounts payable (3,929)

Net cash used by operating activities (63,581)

Cash flows from financing activities:

Contributions from member 25,000

Net cash provided by financing activities 25,000

Net decrease in cash (38,581)

Cash at beginning of year 96,144

Cash at end of year \$ 57,563

See notes to financial statements.

**PRIME DECISION CONSULTING LLC
NOTES TO FINANCIAL STATEMENTS
YEAR ENDED DECEMBER 31, 2019**

Note 1

Organization and Summary of Significant Accounting Policies

Organization and Business

PRIME DECISION CONSULTING LLC ("Company") was formed November 16, 2016 under the laws of the state of New York. The Company is a broker-dealer, with a perpetual period of duration, registered with the Securities and Exchange Commission ("SEC") effective February 21, 2018. The Company is a member of the Financial Industry Regulatory Authority. The Company provides referrals of accredited Institutional investors to other broker dealers.

Revenue Recognition

The Company has adopted ASU 2014-09 Revenue from Contracts with Customers and all subsequent amendments to the ASU (collectively, "ASC 606"), which creates a single framework for recognizing revenue from contracts with customers that fall within its scope.

The Company earns referral fees from its contracts with other broker dealers to transact on behalf of customers referred by the Company. Fees are transaction based, including trade execution services, and are recognized at the point in time that the transaction is executed, i.e., the trade date.

Income Taxes

The Company's taxable income or loss is included in consolidated corporate income tax returns filed by its sole stockholder. The accompanying financial statements reflect the Company's income tax effects as if the Company filed separate tax returns.

Income taxes are accounted for by the asset/liability approach. Deferred taxes represent the expected future tax consequences when the reported amounts of assets and liabilities are recovered or paid. They arise from differences between the financial reporting and tax bases of assets and liabilities and are adjusted for changes in tax laws and tax rates when those changes are enacted. The provision for income taxes represents the total of income taxes paid or payable for the current year, plus the change in deferred taxes during the year. The Company provides deferred taxes for differences in the timing of deductions for book and tax reporting purposes principally related to net operating loss carryforwards.

Under the provisions of FASB Accounting Standards Codification 740-10, Accounting for Uncertainty in Income Taxes, the Company is required to evaluate each of its tax positions to determine if they are more likely than not to be sustained if the taxing authority examines the respective position. A tax position includes an entity's status and the decision not to file a return. The Company has evaluated each of its tax positions and has determined that no provision or liability for income taxes is necessary.

**PRIME DECISION CONSULTING LLC
NOTES TO FINANCIAL STATEMENTS
YEAR ENDED DECEMBER 31, 2019**

Accounts Receivable

Accounts receivable are non-interest bearing uncollateralized obligations receivable in accordance with the terms agreed upon with each client. The Company regularly reviews its accounts receivable for any uncollectible amounts. The review for uncollectible amounts is based on an analysis of the Company's collection experience, customer credit worthiness, and current economic trends. Based on management's review of accounts receivable, no allowance for doubtful accounts is considered necessary.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Note 2

Financial Instruments and Concentration of Risk

Financial instruments subject to risk concentration is cash. The Company maintains depository cash with one banking institution. Depository accounts are insured by the Federal Depository Insurance Corporation ("FDIC") to a maximum of \$250,000 per bank, per depositor.

Note 3

Contingencies

The Company is subject to litigation in the normal course of business. The Company had no litigation matters during 2019.

Note 4

Net Capital Requirements

The Company, as a registered broker dealer is subject to the Securities and Exchange Commission Uniform Net Capital Rule (Rule 15c3-1), which requires the maintenance of minimum net capital and requires that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 15 to 1. At December 31, 2019, the Company had net capital of \$61,607, which was \$56,607 in excess of its required net capital of \$5,000 and its ratio of aggregate indebtedness to net capital was .06 to 1.0.

Note 5

Related Party Transactions

Effective December 2019, the Company has an administrative services agreement with the Parent. Pursuant to the agreement, the Parent provides administrative, human resources and other services. The Company paid the parent approximately \$5,100 during the year ended December 31, 2019 for these services. In addition, the Company occupies office space provided by its stockholder under an informal month to month arrangement. Rent paid to the stockholder pursuant to the arrangement during 2019 was approximately \$29,900.

Financial position and results of operations could differ from the amounts in the financial statements if these transactions did not exist.

**PRIME DECISION CONSULTING LLC
NOTES TO FINANCIAL STATEMENTS
YEAR ENDED DECEMBER 31, 2019**

Note 6 Regulatory Requirements

The Company does not claim an exemption from Rule 15c3-3 in reliance upon footnote 74 of SEC Release No. 34-70073 dated July 30, 2013, and as discussed in Question 8 of the related FAQ released by SEC staff on April 4, 2014. The Company does not hold customer funds or securities.

Note 7 Subsequent Events

The Company has performed an evaluation of subsequent events through the date the financial statements were issued. The evaluation did not result in any subsequent events that required disclosures and/or adjustments.

Note 8 Income Taxes

The Company has a cumulative net operating loss of approximately \$137,000 at December 31, 2019 that is available to offset taxable income arising in future years. The potential deferred tax asset arising from this loss carryforward of approximately \$53,000 has been fully offset by a valuation allowance, as realization is considered less likely than not at December 31, 2019.

Schedule I

**Prime Decision Consulting, LLC
Supplemental Information
Pursuant to Rule 17a-5
December 31, 2019**

Computation of Net Capital

Total member's equity qualified for net capital	<u>\$ 65,059</u>
Non-allowable assets:	
Other assets and prepaid expenses	<u>3,452</u>
Total non-allowable assets	<u>3,452</u>
Net capital before haircuts	61,607
Less haircuts on securities positions	<u>\$ -</u>
Net capital	<u>\$ 61,607</u>
Aggregate indebtedness	<u>\$ 3,555</u>
Computation of basic net capital requirement	
Minimum net capital required (greater of \$5,000 or 6 2/3% of aggregate indebtedness)	<u>\$ 5,000</u>
Excess Net Capital	<u>\$ 56,607</u>
Ratio of aggregate indebtedness to net capital	<u>.06 to 1</u>

Reconciliation of Computation of Net Capital

There is no significant difference between net capital above and net capital as reported on Part IIA of Form X-17a-5 as of December 31, 2019.

SUPPLEMENTAL INFORMATION

PRIME DECISION CONSULTING LLC
SCHEDULE II
INFORMATION RELATING TO EXEMPTIVE PROVISION
REQUIREMENTS UNDER SEC RULE 15c3-3
AS OF DECEMBER 31, 2019

With respect to the Computation for Determination of Reserve Requirements under Rule 15c3-3, the Company does not claim an exemption from Rule 15c3-3 in reliance upon footnote 74 of SEC Release No. 34-70073 dated July 30, 2013, and as discussed in Question 8 of the related FAQ released by SEC staff on April 4, 2014. The Company does not hold customer funds or securities.

With respect to the Information Relating to Possession and Control Requirements under Rule 15c3-3, the Company does not claim an exemption from Rule 15c3-3 in reliance upon footnote 74 of SEC Release No. 34-70073 dated July 30, 2013, and as discussed in Question 8 of the related FAQ released by SEC staff on April 4, 2014. The Company does not hold customer funds or securities.

REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM


To the Member of
Prime Decision Consulting LLC

We have reviewed management's statements, included in the accompanying Form Custody exemption report in which (1) Prime Decision Consulting LLC is not exempt, based on the provisions set forth in footnote 74 of SEC Release No. 34-70073 dated July 30, 2013, and as discussed in Question 8 of the related FAQ released by SEC staff on April 4, 2014. The Company's management is responsible for compliance with the exemption provisions and its statements.

Our review was conducted in accordance with the standards of the Public Company Accounting Oversight Board (United States) and, accordingly, included inquiries and other required procedures to obtain evidence about Prime Decision Consulting LLC's compliance with the exemption provisions. A review is substantially less in scope than an examination, the objective of which is the expression of an opinion on management's statements. Accordingly, we do not express such an opinion.

Based on our review, we are not aware of any material modifications that should be made to management's statements referred to above for them to be fairly stated, in all material respects, based on the provisions set forth footnote 74 of SEC Release No. 34-70073 dated July 30, 2013, and as discussed in Question 8 of the related FAQ released by SEC staff on April 4, 2014.

February 26, 2020
Atlanta, GA



Rubio CPA, PC

PRIME DECISION

CONSULTING

February 21st 2020

EXEMPTION STATEMENT

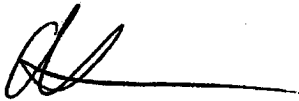
Prime Decision Consulting LLC does not claim an exemption from SEC Rule 15c3-3 in reliance upon footnote 74 of SEC Release No. 34-70073 dated July 30, 2013, and as discussed in Question 8 of the related FAQ released by SEC staff on April 4, 2014.

The answer to Question 8 in the SEC published FAQ states:

"A broker-dealer that does not hold customer funds or securities may file an exemption report (and corresponding accountant's report based on a review of the exemption report) rather than a compliance report (and corresponding accountant's report based on an examination of the compliance report) if the broker-dealer does not claim an exemption from Rule 15c3-3, and its business activities are limited to one or more of the following: (1) proprietary trading; (2) effecting securities transactions via subscriptions; and (3) receiving transaction-based compensation for identifying potential merger and acquisition opportunities for clients, referring securities transactions to other broker-dealers, or providing technology or platform services."

We confirm, to the best of our knowledge and belief, that:

1. Prime Decision Consulting LLC did not hold customer funds or securities throughout the fiscal year January 1, 2019 to December 31, 2019.
2. Prime Decision Consulting LLC's business activities were limited to referring securities transactions to other broker-dealers throughout the fiscal year January 1, 2019 to December 31, 2019 without exception.



Graham Smith, CEO

PDC

13 East 16th Street, Suite 8R, New York, New York, 10003

Securities and Exchange Commission
Registrations Branch
Mail Stop 8031
100 F Street, NE
Washington, DC 20549